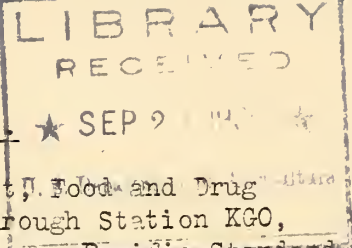


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A radio talk by W. W. Vincent, chief, western district, Food and Drug Administration, delivered Thursday, September 25, 1930, through Station KGO, San Francisco, KFI, Los Angeles and KHQ, Spokane, at 9:45 a.m. Pacific Standard Time.

Good Morning, Folks! This is your government representative who for four months has been telling you about your foods and drugs and asking you to read labels. I have covered many products. I have told you about "health" foods, dairy products, beverages, jams and jellies, teas, fish, mustard, etc. I believe I have told you many things you did not know.

Hundreds of you have written to me for "Read the Label" information, and indicated your appreciation for the work I am doing. My correspondents, in addition to housewives, include food manufacturers, municipal and state health authorities, hospital heads, publishers, label manufacturers, teachers and brokers handling food commodities. Your letters have been an inspiration to me.

Did it ever occur to you that the high salaried buyers maintained by large wholesale food concerns needed to know all these things that I have been telling you in order that they might buy intelligently? Therefore, shouldn't you know them in order to become an intelligent and discriminating buyer? My friends, why shouldn't the Home Economics Department of your schools teach label reading? Every one of those students and some of the teachers have need of knowledge with respect to foods and what their labels mean. If you believe this is a good idea, I suggest you take it up through your Parent-teachers Association, your community organizations, or, perhaps better, direct with your school authorities. I will be glad to supply them all with "Read the Label" information.

I just noticed an editorial, indicating that the City of Pasadena is installing radio sets in her public schools. This in order that students may avail themselves of such lectures as are educational in character and for the purpose of bringing in special musical programs. It would seem to me that maybe the information I am giving in these talks is of a character that would be beneficial. I offer this suggestion because a teacher in one of our western state universities told me she did not know where the housewife could find the kind of information I have been supplying. Further, she thought it would be a great benefit to the public could all housewives and young women receive this information.

Let's see, last week I told you about flavoring materials and this week I promised to talk on cereal products. Your Federal Food and Drug Administration pays a good deal of attention to cereal products. There are many and sundry of them upon the market. They include your various grains and meals. They include your flours and breads, crackers and cakes, and lastly, your alimentary pastes.

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You recall that when I spoke on dairy products, I told you your food and drug agents do not tolerate shortages in weights on many commodities. Special attention is given to foods such as butter and flour since they are essential products in the scheme of life. You may be interested in the fact that your food and drug authorities in the fiscal year of 1921-22 looked into the milling business in an intensive way. In the Western District alone we put under formal seizure a total of 14,462 bags of flour (mostly 98 lb. sacks) included in some 30 different shipments. All of this flour was either short in weight or high in moisture content, or both. In addition some of the lots contained bleached flour which was not so labeled. We have since continued to give attention to all cereal products and our investigations enable me to state with reasonable certainty that you may believe the labels on your cereal products.

While it is not my intention to talk about whole grains or mixed feeds which go for animal consumption, I nevertheless want you to know that the Food and Drugs Act likewise covers the labeling of feeding stuffs and the department has instituted many, many actions against both misbranded and adulterated feeds.

I think I will tell you a story about one of the meanest men whose activities have come to my attention. He was engaged in the feed business in Kansas City. He made corn chop for horses and cattle. He liked to undersell his competitors and at the same time make more money than they did. To accomplish this he went over to a point 60 miles west of St. Louis where he found a very fine white sand. It cost one dollar per ton at the sandpit. He bought this sand in carload lots and shipped it to his Kansas City plant. There he incorporated it in amounts of about 5 percent in his corn chop. His activities did not long escape the notice of your food and drug agents. Never mind how they came to light; the discovery resulted from a nice piece of detective work. A number of seizures resulted and today published Notices of Judgment relate this manufacturer's perfidy. I might incidentally mention that this exposure cost him his seat on the Board of Trade and his business subsequently failed.

My friends it is by actions such as I have related that the Food and Drugs Act serves to protect you. It protects your pocket book as well as your health. In addition it guarantees to those of you who own live stock truthful labeling of the feeds you purchase. Understand, though, the federal act only applies where the products are shipped in interstate commerce.

I guess I have been rambling a little. I intended to talk of cereal products. In order to purchase cereal products intelligently first look for the net weight statements upon the packages. Then read the label carefully. Many cereals are exploited as "health" foods in various forms of advertising. You may believe implicitly claims that appear upon the package label. You should know what the standards for cereal products are and I will give you a few of them today.

We will start with white flour. It is the clean, sound, fine-ground product, obtained in the commercial milling of wheat, and consists essentially of the starch and gluten of the endosperm. It contains not more than 15 percent of moisture, not less than 1% of nitrogen, not more than 1% of ash, and not more than 0.5% of fiber.

It was in July, 1930, that, for the first time, the Secretary of Agriculture adopted an official standard for whole wheat flour. Whole Wheat Flour, entire wheat flour and graham flour are synonymous and consist of the product made by grinding wheat. The finished article contains in their natural proportions all of the constituents of the clean grain.

Patent Flour, or high patent flour, has a vague and somewhat indefinite meaning. It may be a 50 per cent patent or a 95 per cent patent. In the manufacture of flour the wheat berries are ground, sifted and separated into many parts. These parts are then combined into the various products that the miller produces. A 95 percent patent flour consists of that 95 percent of the flour produced which contains the least bran. The 50 percent patent likewise consists of the 50 percent of the flour produced which is the freest from bran. The rest of the flour after the patent is separated is called "clear flour" or "cut off".

Since in many parts of the country housewives desire a very white flour, millers often use bleaching agents such as chlorine, the oxides of nitrogen or certain organic substances. The law does not permit the bleaching of flour with any material which causes the flour to become poisonous or deleterious to health, nor does it permit bleaching to conceal damage or inferiority. Any person desiring to obtain flour which is not bleached should read the label carefully since the miller is required to place on the label of the package of bleached flour the word "bleached" or some similar designation.

Occasionally phosphates or calcium salts or other such harmless substances are added to flour in very small quantities, usually less than one per cent. When added you will find reference to such addition on the label. You will occasionally note flour labels to declare the product as made from either hard wheat or soft wheat. Soft wheat flours contain relatively more starch and less gluten than do hard wheat flours. In cake or pastry work soft wheat flour is preferred, while hard wheat flours are used chiefly in bread baking.

Gluten flour is made from wheat flour by the removal of a large part of the starch and contains not more than 10 percent of moisture and, calculated on the water-free basis, not less than 7.1 percent of nitrogen, and not more than 44 percent of starch as determined by the diastase method.

Rye Flour is the fine, clean, sound product made by bolting rye meal and contains not more than 13.5 percent of moisture and not less than 1.36 percent of nitrogen and not more than 1.25 percent of ash.

Buckwheat Flour is bolted buckwheat meal and contains not more than 12 percent of moisture, not less than 1.28 percent of nitrogen, and not more than 1.75 percent of ash.

Purified Middlings is the clean, sound granular product obtained in the commercial process of milling wheat, and is that portion of the endosperm retained on a 10XX silk bolting cloth. It contains no more flour than is consistent with good commercial practice, nor more than 15 percent of moisture.

Semolina is the purified middlings of durum wheat.

Farina is the purified middlings of hard wheat other than durum.

Most breads are manufactured and sold locally. The interstate traffic is relatively unimportant, but I will give you a few United States standards which are the same as employed by most States.

Bread, unqualified, means white wheat bread, and is obtained by baking a wheat bread dough in the form of a loaf, or of rolls, or of other units smaller than a loaf. It contains, one hour or more after baking, not more than 38 per cent of moisture, as determined upon the entire loaf or other unit. In the preparation of the dough, flour, a leavening agent, shortening, sugar or other fermentable carbohydrate substance, and salt are generally employed. In addition, milk and limited amounts of non-objectionable salts which serve solely as yeast nutrients may be used, providing not more than 3 per cent of the flour ingredient is not replaced by other edible farinaceous substance.

Milk Bread standards do not require the use of milk only in the preparation of the wheat bread dough. They only require that at least one-third of the water ingredient be furnished by milk or the constituents of milk solids in proportions normal for whole milk. The moisture limitation is the same as for wheat bread.

Raisin Bread is the bread obtained by baking wheat bread dough to which has been added sound raisins in a quantity equivalent to at least 3 ounces for each pound of the baked product. This product may contain proportions of sweetening and shortening ingredients greater than those commonly used in wheat bread.

Alimentary Pastes may be designated as dry doughs prepared from semolina and from farina, from wheat flour, or from a mixture of any two or all of them, with or without salt, and with one or more of the following: water, egg, egg yolk, milk or milk products. An alimentary paste contains not more than 13 per cent of moisture as determined in the vacuum oven. They have characteristic shapes which distinguish the various varieties such as macaroni, spaghetti, vermicelli, etc.

A water, or plain noodle is a plain alimentary paste which has been pressed into a sheet or ribbon, and may or may not be subsequently cut or shaped to the manufacturer's desires. Ordinarily there is no difference in the composition of water or plain noodles as compared with macaroni, spaghetti or vermicelli.

Egg Alimentary Pastes, or Egg Noodles, and Noodles unqualified are the pastes which contain upon a moisture-free basis not less than $5\frac{1}{2}$ per cent by weight of the solids of egg or of egg yolk. If the manufacturer uses semolina in the manufacture of his alimentary pastes, you will find the label to generally so declare it, because alimentary pastes made only from semolina are considered superior to alimentary pastes made from wheat flour.

You may encounter a product labeled vegetable noodles. Your department is now making an investigation to determine what the proper composition of this product should be, after which there may be announced a minimum vegetable requirement. At present they are essentially wheat flour products.

When reading bread labels remember that the Federal Food and Drugs Act does not apply to products manufactured and consumed locally -- only those which are shipped in interstate commerce. There are a lot of cream breads; there are a lot of "health" breads; there are reducing breads upon the markets of the country, and, my friends, they would have a poor status in interstate commerce. They would run counter to your Federal Food and Drugs Act.

Remember, in my "Health" food talk I told you, with regret, that labels for many of the so-called "health" food commodities did not always tell the truth. Read your label on laxative crackers. You may find them to contain a drug product. Remember "health" giving cereals, biscuits and bran are no panacea for your ills.

This concludes my sixteenth talk. If you desire to know more about cereal products, more about how to read food and drug labels, more about becoming a discriminating buyer, write to W. W. Vincent, Food and Drug Laboratory, San Francisco, California. Ask for our "Read the Label" information.

Next week at this hour I shall tell you something of shellfish products. Incidentally, I shall tell you a story.
